

# AREA 51

## ENTERTAINMENT.NET

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**FOR IMMEDIATE RELEASE**

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### **AREA 51 ENTERTAINMENT LAUNCH PARTY**

**Las Vegas, January 13, 2004** -- AREA 51 ENTERTAINMENT, a new Las Vegas-based talent agency, celebrates its launch with a debut party entitled "The Casting Couch." The event will be held at 7pm on Thursday, January 22 at the *Venus Ultraclub* at The Venetian Hotel Resort Casino.

The mission of AREA 51 ENTERTAINMENT is to provide cutting-edge and original talent to both local and regional venues. Conceived in March 2003 by Jennifer Short, the agency specializes in scouting, developing and booking exotic specialty acts. Jennifer, who earned a degree in Marketing from The Institute of Art in Denver, Colorado, has ten years of experience in the special events and entertainment industry. Before launching AREA 51 ENTERTAINMENT, she coordinated special projects for Bellagio, and The MGM Grand, and worked in special events and entertainment for The Desert Inn Resort.

"My decision to form AREA 51 was in direct response to a need within the Las Vegas market for a boutique agency specializing in booking extreme entertainment," said AREA 51 ENTERTAINMENT Director Jennifer Short. "My goal is to provide clients with extraordinary acts for their venues and, in doing so, to help them create unforgettable events. Because AREA 51 is exclusively a talent booking agency, we will be able to ensure that our clients and talent receive unparalleled service and representation."

"The Casting Couch" debut party will showcase a selection of AREA 51 ENTERTAINMENT's best talent. All entertainment industry professionals, special events and public relations personnel, members of the media and entertainers are invited to attend. Due to limited space, RSVP (702-393-A51E) is required. Present business card for entry. Doors open at 7pm. For more information, visit [www.area51entertainment.net](http://www.area51entertainment.net) or call 702-393-A51E.